

# Forest Hill Collegiate Institute

**Department:** Business Studies  
**Course Name :** Introduction to Business  
**Course Code :** BBI201  
**Pre-requisite :** None  
**Grade :** 10 - Open  
**Teacher :**

## Course Description:

This course introduces students to the world of business, including the concepts, functions, and skills required for meeting the challenges of operating a business in the twenty-first century on a local, national, and/or international scale. Students will learn concepts and skills related to personal finance, entrepreneurship and international business.

## **Policy Documents:**

*The Ontario Curriculum, Grade 9 to 12: Business Studies, 1999*

*Policies and Procedures for Ontario Secondary Schools, 2000*

*The Ontario Curriculum, Grades 9 to 12: Program Planning and Assessment, 2000*

## Overall Expectations:

**By the end of the course, students will:**

- demonstrate an understanding of how businesses respond to needs, wants, and demand;
- compare types of businesses;
- evaluate the impact of businesses on their community;

### **Conducting Business in a Competitive Marketplace and the Changing Workplace**

- analyze the major factors influencing the success of Canadian business;
- determine how businesses are affected by market conditions and environments for conducting business;
- determine how current issues affect Canadian businesses;
- explain the role of marketing and accounting in business;

### **Personal Finance**

- distinguish the various ways in which individuals and households can acquire income and other benefits;
- develop skills in managing personal income effectively, such as budgeting, planning, saving, and investing;
- analyze the role and importance of consumer credit;

### **Entrepreneurship**

- identify characteristics and skills associated with successful entrepreneurs;
- evaluate the roles and contributions of entrepreneurs;
- analyze the importance of invention and innovation in entrepreneurship;

### **Accounting**

- determine the accounting equation
- create financial statements

### **Marketing**

- describe the 4 P's of marketing
- analyze and conduct marketing research
- analyze different forms of advertising

## **UNITS OF STUDY**

Unit #1	The Role and Impact of Business
Unit #2	Entrepreneurship
Unit #3	Personal Finance
Unit #4	Marketing
Unit #5	Accounting

### **Assessment and Evaluation**

Knowledge and Understanding	25%
Thinking and Inquiry	25%
Communication	25%
<u>Application</u>	<u>25%</u>
<b>Total</b>	<b>100%</b>

### **Evaluation Breakdown THIS IS SUBJECT TO CHANGE**

1. On-going Assessment and Evaluation	<b>70%</b>
Consists of: Theory Tests	
Practical Tests and Assignments	
Research and Presentations	
2. Culminating Assignment	<b>30%</b>
<b>Total</b>	<b>100%</b>

### **TEACHING/ASSESSMENT AND EVALUATION STRATEGIES**

A variety of assessment and evaluation strategies are utilized throughout the Semester in the Business programs. The Research Process: For every research-based assignment students will be expected to use the TDSB student research guide, RESEARCH SUCCESS @ YOUR LIBRARY with the 4 stage model of the research process incorporated into the assignments either in part or in whole. Students will receive instruction and be assessed/evaluated on various aspects of the research process by either the teacher or one of the teacher librarians. These lessons may include, but are not limited to, the development of research questions, note-taking, adherence to a specific documentation style, facility with a variety of resources, etc.

### **ACCOMODATIONS**

The following considerations apply to each of the units in this course:

Instructional and assessment activities must take into account the strengths, needs, learning expectations and accommodations as identified in the Individual Education Plan whether students are formally identified or not. (Regulation 181/98)

### **LEARNING SKILLS**

The six clusters of learning skills (responsibility, organization, independent work, collaboration, initiative and self-regulation) are assessed frequently over the course of the semester. Each is reported under the following letter grades: E=excellent, G=good, S=satisfactory or N=needs improvement and reflects the teachers' documented observations of student work. Learning skills are not given a numerical grade.

## NOTES

1. **Course Work** will utilize teaching and learning strategies such as case studies, teamwork, problem solving, decision making, independent research, seminar presentation, and hands-on applications. A wide range of activities will be provided including tests and quizzes. All work will be assessed and evaluated based on the four assessment and evaluation categories outlined above. The specific categories being applied to a particular piece of work will be stated clearly and explained. Goals and expectations will be outlined and discussed.
2. **Culminating Activities** will include a management business plan (written) and an oral presentation of the plan. An in-class final test (selected material) is usually a component of the final course evaluation.
3. **Attitudes:** students are expected to demonstrate personal attributes that include courtesy, consideration of others, co-operation, punctuality, initiative, effective time management, and a willingness to learn. Students are encouraged to put effort into their work, participate effectively in classroom activities, and strive to achieve their highest goals.
4. **Regular Attendance & Punctuality** are essential for success in this course. A student who misses a significant amount of class time may fail to earn a credit.
5. **Homework** will be assigned when necessary and in keeping with the current homework policy. Students should use this time for completion of any unfinished class work and to prepare for the next day's class. Students may also be assigned preliminary research and other necessary assignments that will enhance learning.
6. **Literacy:** Standard English expression is required in all work. A student's work must reflect appropriate grammar, spelling, punctuation, and word use.
7. **Extra help** is available. Begin by asking for assistance in class and making use of group study/prep time. Students in need of further assistance must make an appointment with the teacher.
8. **Late Submissions:** Teachers will inform students of due dates for all assignments. The ultimate deadline is the last opportunity for evaluation. The ultimate deadline is considered to be one week following the original deadline unless otherwise verbally stated differently by the teacher. Assignments submitted after the ultimate deadline will be given a mark of 0. All assignments due dates are communicated to the students in advance.
9. **Communication:** Students are encouraged to take advantage of extra help/support should it be required on a periodic or ongoing basis. Students and parents are encouraged to communicate with the teacher on a regular basis, either by person, by phone or email to discuss grades or overall performance.

### Computer Lab Rules

1. Leave the Desktop (computer station as is). Do not change anything or add shortcuts or setup your favourite websites
2. There is no illegal downloading from the net. Do not Pirate software
3. There is no downloading of music, or listening of music on computers
4. Only USB Keys (your own or provided by the teacher) may be inserted into the computers.
5. Internet Access to inappropriate sites which debase people, are racist, insult cultures, etc. will not be tolerated as per TDSB School policies and FHCI Student Handbook Policies.
6. No games allowed.
7. You must inform the teacher as soon as you notice anything different at your workstation (includes on the computer, around the computer, on the desk, etc...)
8. No gum, food or drinks are allowed in the classroom or near the computers.
9. Anything unauthorized on the hard drive will be removed without warning
10. The use of the computer is a privilege, not a right. Treat it with respect.